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U. S. DEPARTMENT OF AGRICULTURE

**FOOD STAMP
PROGRAM**



FOOD GUIDE

FEBRUARY 1963

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

U. S. DEPT. OF AGRICULTURE
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RED TART CHERRIES

NONFAT DRY MILK • EGGS

PEANUTS & PEANUT PRODUCTS

CARROTS • POTATOES • PEARS

CANNED CORN • FLOUR

DRY BEANS

The FOOD GUIDE lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for FOOD DISTRIBUTORS

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

FOR FOOD STAMP PROGRAM AREAS

RED TART CHERRIES

- Offer your shoppers a "real adventure in good eating" at reasonable prices with a well organized, colorful and taste-inviting display of red tart cherries. Focus the spotlight now on "George Washington's Birthday Cherry Pie," and feature cherries for Valentine's Day eating too.
- Build "combo" displays planned to attract attention. Feature all the red tart cherry products together with proven salesmates. Start with two display stacks; one containing canned 303 red tart cherries, the other featuring canned cherry pie filling. Allow room between the stacks for a well rounded tie-in display of pie crust mix, packaged flour, and shortening. Find a slot in this "center-piece" to include cylinder dispensers of whipped cream, gelatins, corn starch, and perhaps some dummy vanilla ice cream cartons. Flank this layout with an eye-level open case tier of bright red cherry preserves to give added punch at selling point.
- Brighten up displays to bring customers back for second helpings with well placed point-of-sale pieces. Check with your red tart cherry supplier and related item product representatives to secure colorful cherry posters to make the display stand out. Post cherry pastry and salad recipes -- an extra large one for the best seller - CHERRY PIE. Back the display with Jumbo price cards featuring red tart cherries and cherry pie filling in a 2 for___¢ special deal.

EGGS

- Remind shoppers that eggs are loaded with body-building proteins and important vitamins. Eggs are a wise investment in good health and delicious eating.
- February is GOOD BREAKFAST month, and breakfast menu suggestions lead the way to increased egg sales. Devote one end of the meat case to alternate rows of eggs and sliced bacon, suggesting eggs to shoppers when they buy their meats. And place a row of prepackaged sausage between carton supplies of large and medium eggs for a dual sales approach.
- Don't forget "easy'n thrifty" eggs are family favorites. This all purpose food plays a vital role in most mealtime menus. Grocers can step up volume with smart merchandising plans.
- Eggs are most commonly judged on quality, so keep them refrigerated and turn over supplies rapidly. Get fresh deliveries often and be sure to rotate stocks to assure customers top quality on every purchase.
- If you're offering "AA" - "A" - "B" and "C" grade eggs, be sure cartons are clearly marked and carry the right price tags. Repeat business from satisfied patrons is the best egg-profit way. For best sales action now, encourage shoppers to "Stock Up For The Week" with special 2 dozen deals.

FEBRUARY 1963

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

DAILY FOOD GUIDE

MILK GROUP

Some milk for everyone

Nonfat Dry Milk

MEAT GROUP

2 or more servings

Eggs • Dry Beans
Peanuts & Peanut Products

FRUIT AND VEGETABLE GROUP

4 or more servings

Red Tart Cherries
Canned Corn • Potatoes
Pears • Carrots

BREAD AND CEREAL GROUP

4 or more servings

Flour

OTHER FOODS

As needed

VARIETY is the KEY

POTATOES

- Cold weather gives potato sales a big boost. Homemakers will be buying more now -- for breakfast, lunch, and dinner fare.
- Offer shoppers clean stocks of bulk and prepacks. Give feature treatment to the heavier prepack sizes -- 10 and 25 pound packs. Try a few 50 and 100 pound sacks to satisfy heavy users.
- Spread pick-up points by displaying potatoes near the meat department, and near cheese and butter supplies.
- Use rear-of-store wall space for a massive display of prepacks. It is easy to refill secondary display points from here, and you save extra handlings and backroom trips.

CARROTS

- Carrots add color, flavor, and nourishment to February meals. Carrots are at home with the traditional winter fare of hot stews, boiled dinners, and roasts.
- Try a change in your display pattern. Place loose and prepacked carrots cross-wise in bins instead of using the straight up-and-down method. Hang out a few talkers to suggest that carrots go with stews and roasts, and can also be served as carrot sticks.

WINTER PEARS

- There are many good ways to display pears. One-high step displays, nested with stems up, do a good job. Remember that ripe pears have a special appeal.
- Continue to give fresh pears good merchandising during February. Lunch boxes, family fruit bowls, and pear salads are among the suggestions you can give to prompt sales.

CANNED CORN

- Since canned corn is a perennial favorite with hearty meals, a good merchandising drive directed to canned corn will produce excellent results.
- Use sky high display techniques to feature 303 and 12 ounce sizes of cream style and whole kernel corn. Prime your pricing to multi-unit deals.
- If you've got a mix'em - match'em canned goods sale going, why not fit canned corn into the plan?

PEANUTS AND PEANUT PRODUCTS

- Peanut butter is a favorite item for coupon shoppers so give it a feature spot. Include both smooth and crunchy types in your displays as well as a variety of sizes.
- Peanut butter is a good ingredient for February cookies so put some jars with the flour display.
- Give your customers a good look at other peanut products, too. Salted "Virginia" and "Spanish" peanuts will draw good action. And peanut oil makes a good all purpose oil for your customers.

DRY BEANS

- Packaged beans and canned bean products move well in cold weather. Boiled, baked, in soups, or as meat extenders, they provide hearty fare.
- Try a two-way sales approach with well-filled shelf stocks AND an open case floor display in a sales-getting spot by the meat counter. Promote beans with good sign work suggesting "Baked Beans," "Navy Bean Soup," "Chili," "Salads," and "Economical Vegetable Dish."

NON FAT DRY MILK

- Industry's "Quick Meal Mates" promotion will direct consumer attention to this all-purpose and economy milk buy. Food editors coast-to-coast will be passing along recipes and useful ideas to the trade, too.
- An open-case floor display, backed with good P-O-P material and an oversize price card will do the selling job. Check with your distributor for handout recipes you can use.

WHEAT FLOUR

- This is "George Washington's Famous Cherry Pie" month and wheat flour will fit right in at the canned red tart cherries display spot.
- This month you might try an on-the-floor flour display--rounded out with self-rising flour. It's a good time to tie-in flour with heart-shaped cookie cutters and pastry ingredients for big "Valentine Day" pastry baking sales, too. Use good on-the-spot "talkers" to inspire shoppers' interest in baking their own breads, biscuits and rolls.



MENU OF THE MONTH

Beef Stew
Tossed Salad
Hot Rolls Margarine
Milk
Cherry Pie

TWO-CRUST 9-INCH CHERRY PIE

RECIPE OF THE MONTH

Pastry for a two-crust 9-inch pie
2 # 303 cans red tart cherries
1 cup sugar
2 tablespoons flour
pinch of salt
1 teaspoon mixed spices, if desired
butter or margarine

Roll a little more than half of dough into thin round sheet 1/2-inch larger than pan. Settle sheet into pan without stretching. Pat in place to force out air underneath. Trim close to rim.

Fill crust heaping full with red tart cherries. Mix sugar, flour, salt and spices, and sprinkle over cherries. Dot with butter or margarine.

Roll rest of dough into thin round sheet. Make cuts to let steam out during baking. Moisten rim of lower crust. Place top crust over fruit. Press down firmly at edge and trim close to rim of pan.

Bake at 425° F. (hot oven) 30 to 50 minutes.